

# THE RE-AWAKENED LOUISIANA



## VAST AGRICULTURAL EMPIRE COMING INTO OWN AGAIN

The Land of Sunshine, of Richest Soils and Continuous Crops, Being Systematically Developed Into Leading Agricultural State of the Union

The Most Prominent Men of Louisiana Organize Great Movement to Develop the State's Agricultural Resources.

FROM the time of Alvarez de Pineda, the Spaniard, who in 1519 was the first white man to visit its shores, Louisiana has been prominent in American history.

Louisiana was explored by De Soto, with his Spanish troops, in May, 1541, who located the site of the present city of New Orleans.

In July, 1675, Father Marquette and the noted trader, Joliet, on a journey from the St. Lawrence, explored the Mississippi river almost to the present northern boundary of Louisiana.

On April 9th, in 1682, La Salle completed the trip down the Mississippi to its mouth, and named the province Louisiana in honor of the grand monarch, Louis Fourteenth.

To France, therefore, belongs the honor of evolving from the unknown a colossal empire extending from the Appalachian to the Rocky mountains, and from the Gulf of Mexico to the Canadian boundary. Her explorers discovered the mighty lakes of the North, and blazed the trails which forever link them to the rivers and plains of the great Southland.

In 1698, Louis Fourteenth sent D'Iberville to colonize Louisiana, and a fort was built at the mouth of the Mississippi in 1699.

Two or three small settlements were made before the city of New Orleans was founded in 1717 by Bienville, known as "The Father of Louisiana."

In 1718, John Law, "the Scottish dreamer," organized "the Company," "Joint Stock Mississippi Company," covering the entire Mississippi valley, which ill-fated venture came to be known as the "Mississippi Bubble."

From earliest days the soil of this great area, enriched for ages by the alluvial deposits of its waterways, was famed for its fertility and productivity. Upon its acres of navigable lakes, rivers, bayous, and canals are millions of acres of highlands and other millions of lowlands capable of supporting a population half as great as that of the entire United States.

Ex-President Taft, in a recent address before the Southern Commercial Congress said:

"We used to think that we could not learn anything about agriculture from the other side; but now we are reaching a point where we can calculate that unless we do something in the way of improving our methods of agriculture, we shall be at a point where we shall have to import what we eat."

Twelve centuries ago a large part of Europe was lowlands, unfit for use, but they are today supporting over two-fifths of its population.

The lowlands of Holland and Belgium and the fens of England sustain a greater population and yield more revenue than any other lands in Europe.

The very names, Holland (thollow land) and Netherlands (beneath land), describe the right and victory of the people over the water. "God made the Sea, we made the Land," says the Hollander.

More than one-third of Holland's area lies at or below sea level, with a soil somewhat similar but less fertile, and a less genial climate than Louisiana; these lands are intensively cultivated, valued at from \$1,000 to \$2,000 per acre, and support a population at the rate of fifteen persons to each ten acres. Such a ratio would give the State of Louisiana a population of 42,000,000 people.

As early as the fourteenth century, Holland was known as the flower garden of Europe, and a book published in the sixteenth century, by Obel, the botanist of James First, King of England, stated that Holland contained more rare plants than any other country in Europe.

In addition to plants, bulbs and flowers, for which the country is world-famous, Holland raises rye, potatoes, oats, wheat, beetroot, beans, peas, winter barley, flax, summer barley, rapeseed, tobacco, madder, hay and different grasses, spinach, onions, lettuce, tomatoes, cabbages, carrots, radishes and myriad other vegetables and small fruits. For generations the Dutch have excelled in agriculture and led all Europe in dairy and meat products.

With the example of this sturdy people before us, living in a cold, damp, ungenial climate, who have become famous and enormously rich as a result of their agricultural developments, what of the future of Louisiana, with millions of acres of the most fertile soil in the whole world, on which will grow three, four, and even five abundant crops every year; her warm, sunny climate and ample rainfall; her miles of waterways and countless other natural advantages?

by aristocratic Frenchmen, who employed slave labor to cultivate their lands.

October 1st, 1800, Spain ceded Louisiana to France by secret treaty, for the Kingdom of Tuscany. In order to provide a kingdom for the Duke of Parma, whose wife was a daughter of the King of Spain. The transfer of the province was not known at Washington until January, 1803.

April 20th, 1803, Napoleon Bonaparte, against the advice of many of his counselors, sold Louisiana to the United States for Fifteen Million Dollars, to secure funds for his war chest.

Spain protested, asserting that France had promised her the opportunity of purchase if the province was ever sold. The area, however, almost equals that of Great Britain, the Netherlands, Belgium, Germany, France, Spain, Italy, and Switzerland combined.

In speaking of the Louisiana purchase, ex-President Roosevelt said: "It stands out in marked relief even among the feats of a nation of pioneers, a nation whose people have from the beginning been picked out by a process of natural selection from among the most enterprising individuals of the nations of Western Europe. The acquisition of the territory is a credit to the broad and far-sighted statesmanship of the great statesmen to whom it was immediately due; and, above all, to the aggressive and masterful character of the hardy pioneer folk to whose restless energy these statesmen gave expression and direction, whom they followed rather than led."

In the Louisiana Purchase, President Jefferson brought under the American flag an empire, parts of which had been under the French, the Spanish, the English, and again, under the French flag, an empire sacrificed through one man's ambition; an empire valued a century ago at Fifteen Million Dollars; altogether, and whose valuation of farm property alone now amounts to more than Sixteen Billion Dollars.

"The annexation of Louisiana was an event so portentous as to defy measurement. It gave a new face to politics and ranked in historical importance next to the Declaration of Independence, and the adoption of the Constitution, an event of which it was the logical outcome."

One more conflict remained before Louisiana should rest secure in American hands. In June, 1812, Congress declared war against England. The British, after having spent nearly two years on the Atlantic seaboard and the Canadian frontier, at the close of 1814 turned their attention toward New Orleans because of its strategic position as the key to the Mississippi River.

The British military and naval forces reached Louisiana in December, 1814, and captured the American gunboats in Lake Borgne.

After several skirmishes, decisive battle was fought on January 8th, 1815, when the English were repulsed, routed, with 200 killed, 1,300 wounded, and 200 taken prisoners, with an American loss of only seventeen.

The victory of the Americans proved the raw militia of Louisiana to be a match for the veteran troops of the Old World, while it covered General Jackson, "the hero of New Orleans," with glory and paved the way for his reaching the Presidential chair.

"La Belle Louisiana" petitioned for admission into the Union as a State in 1814, but was only accepted as the territory of "Orleans" at that time. Another unsuccessful effort to be admitted was made in 1811, and on April 8th, 1812, Louisiana was formally admitted as a State, being the first State within the purchased province and the eighteenth State to be admitted into the Union.

The State comprises about 52 per cent of the total acreage of the original Louisiana Purchase, and in no other part of the Union has France left so many footprints; twenty-five of Louisiana's fifty-eight parishes retain their French names; the names of the State and its principal city are French, and the customs, habits and language of the French still exist in many localities.

Throughout the various political changes, the great Commonwealth rapidly increased in agricultural, educational, commercial and social activities. New Orleans became a second Paris, the natural center of all business; a large commerce developed on the Mississippi river, and the Louisiana planter enjoyed great prosperity.

The present Citizens' Bank of Louisiana was one of the four banks to be chartered in that year, with a capital of \$1,000,000. These banks were authorized to lend money on lands and personal property.

The present Canal Bank of Louisiana was one of the four banks to be chartered in that year, with a capital of \$1,000,000. Among the things of interest in the Pan-American building at Washington are three neat sheets of the circulating notes of that institution.

In 1837 the authorized capital of the New Orleans bank amounted to \$1,551,000, of which \$36,500,000 was actually paid in.

New York banks in the same year were capitalized at only \$7,300,400.

In 1852 the exports of cotton reached 1,000,000 bales; in 1853 the cotton crop was valued at \$8,200,000.

Social activities kept pace with business and wealth, and the entire state gained a world-wide reputation as the center of the social life of the country.

In 1860, when this wonderful agricultural activity was at its height, farm values had reached the enormous figure of \$43,904,827.

Then came the great civil war. The State lost by death the cream of its manhood, and, by emancipation, the slaves upon which the plantations had depended. Many plantations were abandoned by their owners, and the government of this once proud state in the galaxy of States fell into alien hands, resulting in the squandering of her wealth.

But the wounds began to heal, and Louisiana once more faced her problems to restore conditions of educational advancement, peace, and prosperity.

The rebuilding of a ruined empire was the stupendous task assumed; with lands in waste, houses burned, levees broken, and hope to plant and sow and reap, the future looked almost hopeless.

It has been said that difficulties are the test of men and nations. Nobly has the State responded to this supreme test in the rebuilding of Louisiana; surely and steadily, year by year, her wealth has increased, each decade showing more rapid growth than the one before.

The following table, taken from the Government census, graphically illustrates the fall and rise of the fortunes of the State:

Valuation of farm property in 1850.....\$25,954,827  
1860.....25,043,154  
1870.....25,736,547  
1880.....110,447,055  
1890.....198,238,402  
1910.....261,220,888

The net increase in valuations in the 20 years from 1890 to 1910 amounted to only 21 per cent, while the increase in valuations for the 10 years from 1900 to 1910 amounted to 32 per cent, and this has been done, too, under the wasteful system of plantation farming of large areas under single ownership.

With better methods of intensive cultivation and diversified farming now under way, this rich alluvial plain produces food products sufficient to influence the markets of the world.

Geologically, the State of Louisiana is of recent origin, and, like Holland, its geological history has been written by water.

After the Mississippi Valley consisted of a shallow sea into which emptied the Mississippi, the Arkansas, the Missouri and the Ohio rivers, depositing their silt from the Appalachian and the Rocky Mountains until this sea became an enormous river. Its current was slow and its overflow resulted in large deposits of a loam character, from which the greater part of the State has been formed.

According to the United States Government Bureau of Soils, the soils of the State may be divided into two general classes, known as the Gulf Coastal Plains and River Flood Plains. About two-thirds of the land of the State is of Gulf Coastal Plain origin and about one-third of River Flood Plain origin, which are again subdivided into some twenty-six series, all of which are of alluvial formation, being the sedimentary deposits of the Mississippi River or the Gulf of Mexico.

On these rich alluvial plains are found the century old sugar and cotton plantations long famed as the richest agricultural land in the country and spoken of as the "cream of the soil of the United States." Practically all of this alluvial area is low level, the elevation of the lowlands being generally less than 49 feet above mean gulf level, while the highlands lie from 100 to 300 feet above mean gulf level.

The extensive levee systems which have been built up drain most of the southern part of the State directly into the Gulf through lakes, rivers and bayous, which form an extensive inland waterway system.

The State of Louisiana has over 31,000,000 acres of unplanted land awaiting the farmer, consisting of the richest alluvial plains in the world, a large part of which has deep water transportation, which forms an extensive inland waterway system.

The coming of the farmer in Louisiana, not the pioneer such as settled our great Western prairies, but the average American citizen; for he can move on his farm this spring and in six weeks be raising his vegetables, a full crop, yes, two, three, even four full crops the first year, a veritable land of milk and honey, where everything grows that is required by the human race, and even the animal kingdom thrives best of all.

That the newcomers may feel sure of cordial welcome and every opportunity to succeed, the public spirited citizens of Louisiana, statesmen, bankers, business men, professional men, throughout the State have organized The Louisiana Company, to aid in colonizing the agricultural lands of the state.

For the benefit of the settler, authoritative publications are being prepared on the many and varied phases of practical farming and fruit culture. Working in thorough harmony and co-operation with official institutions, the organization will settle the farmer in the location and on the land best suited to his former environment, furnishing information as to what crops the soil is best suited for and how to grow the crops, and in every way helping the new settler to succeed and become a permanent and prosperous citizen of the State.

The plan includes the organization of Growers' Associations in the different communities to market the products of each community to the best advantage in the consuming centers, on a purely co-operative basis. The institution is planned along permanent broad lines, which will perform a great service to the state and the settler alike, its purpose being to colonize throughout the whole state, broadening the outlook for the agriculturist, enabling him to raise larger crops per acre by proper methods; to secure better returns for his products through co-operative marketing; to make farm work more congenial by modern systems, and the home life more attractive by the social environment.

That the high aims of the organization, its comprehensive plans, and the state-wide benefits which will result from its campaign for an improved agricultural industry, and better marketing conditions, for both producer and consumer, all have the support of the broad-minded and patriotic citizens of Louisiana, is fully evidenced by the leading men in public life and in financial, commercial, and professional circles are supporting the movement.

Among those identified with Mr. C. W. Marsh, the General Director, are:

Governor Luther E. Hall.

United States Senator J. E. Ransdell.

Congressman R. F. Broussard.

Mayor Martin Behrman, of New Orleans.

Joseph H. Breaux, Chief Justice of State Supreme Court.

R. M. Walmesley, President New Orleans Clearing House Association.

Hugh McCloskey, President New Orleans Railway and Light Company.

Victor Hibernal National Bank.

Frank B. Williams, President Franklin and Abbeville Railway Company.

Victor Whitney-Central National Bank.

Pearl Wright, Capitalist.

Frank B. Hayne, Cotton.

R. H. Downman, Timber.

Crawford H. Ellis, President Pan-American Life Insurance Company.

Joseph Birge, President Sugar Planters' Storage and Distributing Company of Louisiana.

President Commercial Bank and Trust Company of Franklins.

J. K. Newman, Isidore Newman & Son, Bankers, New Orleans.

C. H. Hyams, Hyams, Moore & Wheeler, Bankers, New Orleans.

John A. Pharr, President Bank of Berwick.

A. Baldwin, Jr., President New Orleans National Bank.

W. Mason Smith, President Commercial-Germania Trust and Savings Bank, New Orleans.

Lynn H. Dinkins, President Interstate Bank and Banking Company, New Orleans.

William P. Burke, President German-American Savings Bank and Trust Company, New Orleans.

Charles J. Theard, President Citizens' Bank and Trust Company of Louisiana, New Orleans.

L. M. Pool, Vice President Hibernia Bank and Trust Company, New Orleans.

Charles Janvier, President Canal-Louisiana Bank and Trust Company, New Orleans.

John H. Fulton, President Commercial National Bank, New Orleans.

A. Dumser, President Metropolitan Bank, New Orleans.

A. B. Wheeler, President U. S. Safe Deposit and Savings Bank, New Orleans.

F. P. Brockbridge, President City Bank and Trust Company, New Orleans.

Samuel Henderson, Jr., Vice President Interstate Trust and Banking Company, New Orleans.

E. H. Roberts, President Bank of Orleans, New Orleans.

John Legier, Jr., President Exchange Bank, New Orleans.

Henry M. Young, Secretary Interstate Trust and Banking Company, New Orleans.

D. W. Pipes, Vice President Citizens' Bank and Trust Company of Louisiana, New Orleans.

Andrew Querbes, President First National Bank of Shreveport.

J. F. Prohaski, President First National Bank of Morgan City.

P. L. Lawrence, President First National Bank of Crowley.

J. A. Petersman, Vice President Commercial Bank and Trust Company, Franklins.

Mervine Mahn, President Rayne State Bank.

C. D. Andrus, President State National Bank, Jennings.

Charles O. Mouton, President Bank of Lafayette.

J. A. Haas, President St. Landry Bank, Opelousas.

Joseph Grace, President Iberville Bank and Trust Company, Plaquemine.

Gus Drews, President Bank of Morgan City.

H. S. Palfrey, Cashier Commercial Bank and Trust Company, Franklins.

R. C. Holt, Cashier Commercial Bank Rayne.

Eugene A. Pharr, Vice President First National Bank of Morgan City.

W. L. Haas, President Merchants and Planters' Bank, Bunkie.

L. Kahn, Vice President Peoples' State and Savings Bank, Morgan City.

W. E. Lawson, Cashier Bank of Acadia, Crowley.

S. R. Parkerson, Cashier First National Bank of La Fayette.

Gabriel Montegut, Cashier Peoples' Bank and Trust Company, Houma.

M. E. Norman, Cashier First National Bank of Morgan City.

H. M. Bone, Cashier Crowley Bank and Trust Company.

E. F. Ditch, Vice President Peoples' State and Savings Bank, Morgan City.

B. D. Ilgenfritz, Cashier State National Bank, Jennings.

J. H. Thorr, Cashier Bank of Terrebonne, Houma.

Jules M. Burguiere, Sugar, New Orleans.

Maurice Stern, President Lehman, Stern & Co., Cotton, New Orleans.

Bernard McCloskey, Attorney-at-Law, New Orleans.

J. D. O'Keefe, General Manager New Orleans Dry Dock and Ship Building Company, New Orleans.

Henry Beer, H. and B. Beer, Cotton, New Orleans.

E. H. Hight, H. and B. Beer, Cotton, New Orleans.

P. H. Saunders, President New Orleans Real Estate and Mortgage Securities Company, New Orleans.

Ernest Loeb, President Hautman-Loeb Company, New Orleans.

Charles A. Farwell, Milliken & Farwell, Sugar, New Orleans.

H. Genereux Dufour, Attorney-at-Law, New Orleans.

A. Brittin, Capitalist, New Orleans.

R. E. Milling, Attorney-at-Law, New Orleans.

Warren R. Reed, Consulting Engineer, New Orleans.

Ed. E. Richardson, President, E. E. Richardson Company, New Orleans.

M. E. Duquesnay, Labouisse & Co., New Orleans.

Thomas Sloo, President, Whitney & Sloo Co., New Orleans.

Benjamin Del Valle, A. S. Escalles & Company, New Orleans.

Robert Moore, Hyams, Moore & Wheeler, Bankers, New Orleans.

A. Vizard, Vizard Improvement Company, New Orleans.

Louis S. Goldstein, L. Goldstein & Sons, New Orleans.

J. J. Manson, Salt, New Orleans.

Fairchild & White, Cotton, New Orleans.

John Grote, President, A. M. & J. Sober, Limited, New Orleans.

J. G. Pepper, Assistant Manager, L. & L. G. Insurance Company, New Orleans.

Fergus G. Lee, President, Board of Underwriters, New Orleans.

Leon C. Simon, President Progressive Union, New Orleans.

Harris Hyman, President, H. & C. Newman, Cotton, New Orleans.

William S. Cudlip, Manager, S. R. Sikes Betting Company, New Orleans.

A. & C. Ignia, Real Estate, New Orleans.

John V. Dugan, President, Dugan Piano Company, New Orleans.

W. B. Conover, Secretary, Louisiana State Rice Milling Company, New Orleans.

C. S. Hebert, U. S. Collector of Customs, New Orleans.

Perceval Stern, President, Interstate Electric Company, New Orleans.

John T. Gibbons, Grain, New Orleans.

John A. Grehan, Manager, John T. Gibbons, New Orleans.

Frank L. Dusenberry, Jones Dusenberry Company, Naval Stores, New Orleans.

Louis J. Bright, Manager, Hard & Rand, Coffee, New Orleans.

Rathbone E. Du Buys, President, Du Buys Churchill & Labouisse, Limited, Architects, New Orleans.

L. E. Bentley, Deputy Collector of Customs, New Orleans.

John Meyer, Wholesale Fruits, New Orleans.

W. J. L'Engle, President, Union Naval Stores Company, New Orleans.

Rene F. Clerc, U. S. Customs Appraiser, New Orleans.

J. S. Cave, Vice President, Harry Bros. Company, Limited, Oil Tank Manufacturers, New Orleans.

W. O. Hudson, President, Marine Oil Company, Limited, New Orleans.

Philip Werlein, President, Werlein Piano Company, New Orleans.

H. B. Hawes, Timber, Jeanerette.

Thomas L. Morse, Capitalist, New Iberia.

Calvin Wurzelow, Mayor, Houma.

H. W. Kappell, Clerk of Court, Franklins.

Maurice D. Shannon, Mayor, Morgan City.

Willard Ditch, Steamboat Line, Morgan City.

C. P. Chappuis, Attorney-at-Law, Crowley.

L. A. Moreau, Foundry, Jeanerette.

D. Moreau, Sugar, Jeanerette.

Wilson Peterman, Sheriff, Franklins.

C. R. Brownell, Capitalist, Morgan City.

Clarence C. Barton, Planter, Albemarle.

John M. Durocher, Mayor, Jeanerette.

Charles D. Frost, Lumber, Franklins.

D. C. Ritchie, Insurance, Jennings.

J. B. Watkins, Capitalist, Lake Charles.

S. C. Dupont, Merchant, Houma.

S. S. Chapman, Lumber, Morgan City.

R. M. Boagni, Capitalist, Opelousas.

S. N. & L. J. Bass, Merchants, Morgan City.

Emile Le Boeuf, Planter, Coffield.

R. C. Milling, Attorney, Franklins.

Robert E. Brumby, Attorney, Franklins.

H. Ross, Merchant, Morgan City.</